

MAMMOTH STOCK REDUCTION SALE!

Beginning Saturday, February 11th, and continuing until February 28th we will conduct the greatest Reduction Sale of our business career. There is no use to enlarge on the reasons. The mild winter, with the general business lethargy of recent months, leaves our shelves and counters filled to overflowing with Choice Merchandise of every description, which we propose to pass on to our customers at STUPENDOUS REDUCTIONS.

Our sales are distinctive in that we carry a most comprehensive stock of General Merchandise, Dry Goods, Clothing, Shoes, Hardware, Stoves, Furniture, Groceries and Farm Supplies, and we do not select a few leaders, but make Reductions General throughout the store.

Big Sales Event Begins Saturday, Feb. 11, at 8 a. m., and Ends Tuesday, Feb. 28

Fifteen days of the Greatest Bargains in Merchandise we have ever offered—that's saying much, but we are ready to prove it. Scan the bargain offerings (of course we can't name them all), make up your lists and come early for choice selection—prices named apply as long as stocks last. Come early if you can, but be sure to come. We guarantee it will pay you well.

GREAT CLEARANCE SALE OF ALL SUITS DRESSES COATS

\$65.00 NEW IMPROVED \$65.00
Singer Sewing Machine
GIVEN AWAY IN A
Guessing Contest!

This Fine Machine will be placed in our window with a jar of beans of assorted sizes. This jar will be sealed, and for every cash purchase of 50 cents and for every 50 cents paid on account during the Sale, customer will be entitled to register a guess on the number of beans in the jar. In case of a tie, or two or more guess the correct number, or nearest it, the winner will be decided by lot. The following prominent gentlemen have kindly agreed to judge the contest: Mr. W. W. Reese, Postmaster, Mr. Wm. Trauernicht and Mr. F. P. Ake of the IRON COUNTY REGISTER. The award will be made Tuesday afternoon, February 28th.

Entire line of J. C. C. and the popular College Girl Corsets all reduced 20 per cent for the sale period—just one-fifth off. Sewing Thread, either Merricks' or Coates, 5c a spool.

Special Bargains in Blankets.

64x76 size, Heavy Double Cotton Blankets, regular price, \$2.50, sale, \$1.85 pair. 68x80, larger and heavier blanket, regular, \$3 to \$3.50, sale, \$2.48 pair. Double Woolen Blankets, formerly \$8.75, \$4.95 pair. Fancy Woolen Blankets, formerly \$10, sale, \$6.25. Heavy All Wool Army Blankets, (new) full size, special at \$3.75. Bed Comforts, \$3 grade, sale, \$2.50. Fancy Comforters, with Cretonne and Silkline covers, \$4.75 grade for \$3.60. Regular \$5 grade, \$3.98.

Special Bargain Offerings in Staple Dry Goods

Fast Color Apron Gingham, Special Sale Price 12 1-2c yd
Regular 25c grade Heavy Sheetings " 20c yd
Heavy Feather Ticking " 33c yd
Pepperell Brand, nine quarter, Bleached Sheetting, sale price 48c yd
Delmar Brand, L L Sheetting, 36 inch, sale price 10c yd
Our Pride Sea Island Brown Domestic, 36 inch, sale price 15c yd
Arlington Brand, 36 inch Bleached Domestic—soft finish, sale price 15c yd
Festival Brand, Extra High Grade Bleached Domestic, 25c value 16 1-2c yd
Prem. Brand Seamless Bleached Sheets, 81x99, regular, \$2, sale price \$1.48
" Pillow Cases, 42x36 in., special sale price 3 for \$1
India Linon Longfold, for linings or dresses special sale price 10c yd
" a regular 20c value, sale price 12 1-2c yd
Bookfold India Linon, a fine 30c quality, 19c yd
Regular 20c grade Long Cloth, sale price 15c yd
" 35c 20c yd
Extra Fine 50c quality Long Cloth, sale price 35c yd



Entire Dress Goods Stock including finest Serges, Tricotines, Broadcloths, Middy Flannels, Satines, Taffetas and Crepes—all go at 20 per cent discount. Not one piece reserved. Hundreds of remnants in Woolens and Silks, with sufficient yardage for waists, skirts and dresses, at special bargain prices.

All regular stock 38 inch Percales and Amoskeag Dress Gingham, special sale price, 17c yd.

Entire stock Regular 20c grade Flannellettes, sale, 15c yd. American Brand Prints (the best prints made) 10c yd.

Stacks of short lengths in Percales, Madras and Gingham at special bargain prices. Yardage and price marked in plain figures. Watch for the Red Tag Sale.

CLEARANCE SALE OF DRESS GOODS

BARGAIN PRICES IN CLOTHING

Greatest cut in the price of Men's Fine Suits ever made.
Men's Fancy Woolen Suits, tailored by Hart, Schaffner & Marx, formerly sold at \$50.00, sale price, 21.50.
Curlee's Famous 6121 Fine Australian Wool Serge Suits, formerly \$35.00, sale, 24.50.
Men's Fancy Worsteds and Serge Suits, regular 25.00 and 27.50 suits, sale price, 19.75.
All Men's Regular 20.00 Suits, sale, 16.25.
" 18.50 " 14.75.
All the above are strictly high-grade suits. All Overcoats offered at discounts ranging from 20 to 40 per cent. Come and buy a Nobby Overcoat at a wonderful bargain price.
Special—Men's Heavy Mixed Cotton and Wool Pants at 1.48 a pair.

Hosiery Specials. Children's Banner Hose, Sale price, 15c, or 2 for 25c.
Yankee Boy Hose, all sizes, 25c a pair.
Ladies' Ramona Brand Silk Lisle Hose, formerly \$1.00 a pair. Special Sale price, 45c.
Men's Boss Socks, all colors, formerly 25c. Sale price, 15c.

Lowest Price on Staple Dishes Since the War

Staple White-Handle Teas and Saucers, \$1.15 a Set
9-inch Dinner Plates 1.15 a Set
White Nappies and Rakers, 20, 25 and 30c



Extraordinary Bargains in Floor Coverings.

IF YOU DON'T SUPPLY YOUR NEEDS DURING THIS SALE YOU'LL BE SURE TO REGRET IT LATER

Imported "Melrose" Grass Fibre Rugs, 8x10 feet, sale, 5.75.
" 9x12 " 7.50.
Heavy China Matting Rugs, 9x12 size, sale price, 6.75.
Woven Japan Matting, 9x12 size, sale price, 4.75.
Congoleum Rugs, 9x12, regular price, 18.00, sale price, 14.00.
Hudson or Edgemore Tapestry Brussels Rugs, 9x12, sale, 17.50.
Fine Axminster Room Rugs, 9x12, regular, 36.00, sale, 29.75.
Heaviest Grade Printed Linoleum, regular, 1.35, sale, 98c sq. yd.
" Congoleum, former price, 75c, sale, 50c sq. yd.

Entire stock of Cole's Hot Blast and Wilson Heaters at 25 per cent discount. We make this big cut rather than carry them over. Entire stock of Cook Stoves and Ranges offered at 20 per cent discount for the sale.

ENTIRE FURNITURE STOCK

consisting of Beds, Springs, Mattresses, Chairs, Rockers, Dressers, Sewing Machines, etc., will be sold at 15 per cent discount during sale days. You will never have a better opportunity to buy right.

Entire Stock of Underwear Reduced 20 Per Ct.

SPECIAL—Misses' Heavy Soft-Ribbed Fleece Underwear, 25c each.
Boys' Heavy-Ribbed " 25c each.

Big Bargains in Shoes



Large Lot Infants' Moccasins at 10 and 15c a pair.
Two large drawers full Children's, Misses', Ladies Shoes, 98c pr.
Men's Heavy Work Shoes, "world beaters" were 5.00, sale, 3.50.
Men's "Stump of the World," Brown's, sale price, 3.75.
Men's Army Shoes—Munson last, 3.75.
Ball Band Utility Shoe—4.00 value, sale price, 2.50.
Entire regular stock of Ladies' Men's and Children's Shoes of every grade, also entire stock of Rubbers, Overshoes, Felt, Rubber Shoes, and Rubber Boots reduced 20 per cent this sale.

Men's Blue Buckle Overalls, Union made 220 Weight Denim; Special Sale price, \$1.25.
10 doz Men's Fine Percal Dress Shirts, sizes 14 to 17, very Special—98c each.

Note These Special Bargain Prices on Groceries During the Big Sale:

Sun Kissed Rolled Oats (very fine)	10c package.	McLaughlin's XXXX Coffee	15c lb	4 " P & G " "	25c
" " Family Size	25c "	Fancy Michigan Hand Picked Navy Beans	16 lbs for \$1	Calumet or Rumford Baking Powder, pound cans	27c
Quaker Oats and Armour's Oats	11c "	Fancy California Lima Beans	12 lbs. for \$1	Pilot Brand Canned Hominy, very fine	10c
Corn Flakes and Poast Toasties	10c "	Loose Rolled Oats, 5c lb, or 90 lb bag for	\$3.75	Quart Jars Pure Prepared Mustard	25c
American Lady Mince Meat—Quarts	38c "	Fancy Santa Clara Prunes, 50s to 60s, 15c lb, 70s to 80s 12 12-c lb	25c lb	Pot, Carnation, Libby's or Armour's Milk, small size	4 for 25c
" " Apple Butter—Quarts	29c "	Karo Syrup, either white or red, 1 1-2 lb. size	10c	" " " " large	2 for 25c
California Lemon Cling Peaches in syrup	25c	" " " " 5 lb size	25c	Country Gentlemen Sweet Corn, very fine	2 cans for 25c
Canned Tomatoes—full standard (limited lot)	15c	" " " " 10 "	50c	Van Camp's Pork and Beans, 2 lb. size	2 cans for 25c
Fancy Head Rice	8c lb	Farmer Jones Syrup, per can	15c	American Lady Brand Sweet Potatoes, large can	25c
Fresh Roasted Old Rio Coffee	15c lb	Pure Country Sorghum, per gallon	75c	Fine Northern Potatoes, per bag of 2 1-2 bushels	\$1.50
Pure Santos Peaberry Roast Coffee	25c lb	8 Bars of Mascot or Lennox Soap per	25c	Blue Label Flour, per 100 lbs	\$2.00
Red Mill, Beverly Club or Breakfast Delight Coffees, 45c grade—special sale price	25c lb	6 " Luna White Naptha Soap	25c	Highest Patent Soft Wheat Flour, per 100 lbs	\$3.45
				Kansas High Patent Hard Wheat Flour, per 100 lbs	\$3.90

20 pounds of Fine Granulated Sugar for \$1.00 with all purchases of other Goods amounting to \$5.00, Flour and Mill Feeds excepted.

Above Special Sale Prices will apply on Sale Days only, Beginning Saturday, Feb. 11th, and Ending Tuesday, Feb. 28th.
PHONE NO. 17

LOPEZ STORE CO., Ironton.
THE BIG STORE WITH THE BIG BARGAINS